

**KENT INVICTA CHAMBER OF COMMERCE**  
**Canterbury District Economic Development Group (CDEDG)**

**Tuesday 12 December 2017**  
**Canterbury Innovation Centre**

<b>In Attendance</b>	
Carole Barron (CB)	University of Kent (Chair)
Nick Churchill (NC)	Canterbury City Council
Tony Line (TL)	Kent Recruitment Bureau Limited
Tudor Price (TP)	KICC
Debbie Green (DG)	Chives Caterers
Les Moroney (LM)	J&J Systems UK Ltd.
Heather Cobb (HC)	University of Kent (Minute Taker)
Pat Mills (PM)	Clague Architects
Tom Mellish (TM)	Herne Bay Coastal Community Trust
Alistair Mailne (AM)	Corstorphine & Wright
Peter Hawkes (PH)	Furley Page Solicitors
Matthew Arnold (MA)	Stagecoach South East
Sandra Hayworth (SH)	Canterbury Cathedral Lodge
Sue Douglas (SD)	Fire Protection Online
<b>1. Apologies</b>	
Paul Gardiner (PG)	BSF Consulting Engineers Ltd
Andy Davies (AD)	Handelsbanken
James Roberts (JR)	JR Property Consult
Jo Clark (JC)	Canterbury Innovation Centre
Alan Barker (AB)	B2B Retail
Chris Hare (CH)	Midkent College
Jo Rossi (JR)	Locate In Kent
<b>Discussion</b>	<b>Action Initial</b>
<b>2. Welcome (CB)</b> CB welcomed new members to the group and invited all members to bring sector updates for the roundtable section, at future meetings.	
<b>3. Approval of minutes from last meeting</b> No comments brought forward regarding previous minutes, so all agreed.	
<b>4. Outstanding Actions</b> NC & CB Still need to have a meeting with Jo James from KICC. <b>HC will liaise with NC and JJ to arrange this meeting</b> , to take place in Ashford.  CB will be giving an Industrial Strategy update at the February meeting.	HC   CB
<b>5. Growth Hub Update (TP)</b> TP briefly explained what the <a href="#">Kent and Medway Growth Hub</a> is and how it came about. The website ( <a href="#">askphil.biz</a> ) was shared, as there were two new features to bring everyone's attention to:	

1. [Events listing page](#): open to anyone to list any event, free of charge. Others can then search for events in their area.
2. [Find a desk space](#): to share and find desk spaces for use across Kent and Medway. This could be hot-desking, shared working / co-working spaces. It is for small offices, so is not in competition with the larger, commercial spaces.

The '[learn about grants and finance](#)' page was also shared and some of the available funding was explained.

[A better business for all](#) was shared and explained.

## 6. Canterbury City Council: Inward Investment Project Presentation (NC)

NC presented around the City Council's new initiative to enhance the profile of the district. This involves an improvement of the online presence with the view to encourage businesses from other locations to relocate to the Canterbury/Whitstable/Herne Bay areas.

Slides included information on the following:

- The current picture/context in the district, including plans for change
- The plan for the creation of the inward investment profile including a social media drive being a key element of the project
- "Choose Canterbury" – campaign name and exploration of this being a 'call to action'.
- Why businesses should 'choose Canterbury'.
- Target audience/activity: this is primarily office, light industrial and distribution as these are the types of sites the area has, as well as the industry needed
- Timescales for the project
- Future marketing activity
- Partnerships
- Desired outcomes
- Challenges

Conversations were had regarding the 'digital connectivity' of the district and in particular, lack of coverage in Canterbury City Centre. TP explained that the KICC were currently compiling a campaign to request mobile companies to improve their coverage in the city.

Transport was discussed, with reference to the condition of the roads and amount of traffic, as it was thought that this might put businesses off relocating. NC explained that the private sector, the city and county council are consistently investing in new roads and improvements but this was only part of the solution. In addition, new 'strategic' development sites such as Mountfield Park will have a strong focus on public transport provision as an alternative to driving to and from the city.

CDEDG members can help in the following ways:

- Provide case studies (NC has a template available for this)
- Be a critical friend and comment on the look and feel of the new website, which hopefully will be ready to share for comment in February 2018, to launch in March.

It was raised that the campaign will need to try to distinguish Canterbury from other areas, what is the USP of Canterbury compared to other places?

Discussion regarding smaller projects fitting in with the broader picture was considered. NC reassured that any and all new investments and/or regeneration projects within the area were a

<p>positive thing and would all contribute to the overall narrative that the district is an attractive place for a range of new investors.</p> <p>The question of the types of organisations we should be trying to promote to come to the area was raised. Though it would be brilliant to attract a very large blue chip company at an early stage, more realistic targets for the area would be to attract multiple, new SMEs.</p>	
<p><b>7. Round Table</b></p> <p>No time for updates within the meeting. HC will email all in attendance to request updates, then cascade these to all members.</p>	
<p><b>8. Dates of next meeting(s)</b></p> <p><b>28<sup>th</sup> February 2018</b></p> <p>Please note <b>change of date for April meeting</b>, now due to be held on <b><u>25</u> April 2018</b>.</p>	